

| <b>Notice of Allowability</b> | <b>Application No.</b> | <b>Applicant(s)</b> |  |
|-------------------------------|------------------------|---------------------|--|
|                               | 09/872,293             | ENGSTROM, G. ERIC   |  |
|                               | <b>Examiner</b>        | Art Unit            |  |
|                               | Ryan Zeender           | 3627                |  |

-- **The MAILING DATE of this communication appears on the cover sheet with the correspondence address--**

All claims being allowable, PROSECUTION ON THE MERITS IS (OR REMAINS) CLOSED in this application. If not included herewith (or previously mailed), a Notice of Allowance (PTO-85) or other appropriate communication will be mailed in due course. **THIS NOTICE OF ALLOWABILITY IS NOT A GRANT OF PATENT RIGHTS.** This application is subject to withdrawal from issue at the initiative of the Office or upon petition by the applicant. See 37 CFR 1.313 and MPEP 1308.

1.  This communication is responsive to September 11, 2006.
2.  The allowed claim(s) is/are 1-26.
3.  Acknowledgment is made of a claim for foreign priority under 35 U.S.C. § 119(a)-(d) or (f).
  - a)  All b)  Some\* c)  None of the:
    1.  Certified copies of the priority documents have been received.
    2.  Certified copies of the priority documents have been received in Application No. \_\_\_\_\_.
    3.  Copies of the certified copies of the priority documents have been received in this national stage application from the International Bureau (PCT Rule 17.2(a)).

\* Certified copies not received: \_\_\_\_\_.

Applicant has THREE MONTHS FROM THE "MAILING DATE" of this communication to file a reply complying with the requirements noted below. Failure to timely comply will result in ABANDONMENT of this application.  
**THIS THREE-MONTH PERIOD IS NOT EXTENDABLE.**

4.  A SUBSTITUTE OATH OR DECLARATION must be submitted. Note the attached EXAMINER'S AMENDMENT or NOTICE OF INFORMAL PATENT APPLICATION (PTO-152) which gives reason(s) why the oath or declaration is deficient.
5.  CORRECTED DRAWINGS ( as "replacement sheets") must be submitted.
  - (a)  including changes required by the Notice of Draftsperson's Patent Drawing Review ( PTO-948) attached
    - 1)  hereto or 2)  to Paper No./Mail Date \_\_\_\_\_.
  - (b)  including changes required by the attached Examiner's Amendment / Comment or in the Office action of Paper No./Mail Date \_\_\_\_\_.

Identifying indicia such as the application number (see 37 CFR 1.84(c)) should be written on the drawings in the front (not the back) of each sheet. Replacement sheet(s) should be labeled as such in the header according to 37 CFR 1.121(d).
6.  DEPOSIT OF and/or INFORMATION about the deposit of BIOLOGICAL MATERIAL must be submitted. Note the attached Examiner's comment regarding REQUIREMENT FOR THE DEPOSIT OF BIOLOGICAL MATERIAL.

**Attachment(s)**

1.  Notice of References Cited (PTO-892)
2.  Notice of Draftsperson's Patent Drawing Review (PTO-948)
3.  Information Disclosure Statements (PTO/SB/08),  
Paper No./Mail Date \_\_\_\_\_
4.  Examiner's Comment Regarding Requirement for Deposit  
of Biological Material
5.  Notice of Informal Patent Application
6.  Interview Summary (PTO-413),  
Paper No./Mail Date 2-27-06.
7.  Examiner's Amendment/Comment
8.  Examiner's Statement of Reasons for Allowance
9.  Other \_\_\_\_\_.

## **EXAMINER'S AMENDMENT**

An examiner's amendment to the record appears below. Should the changes and/or additions be unacceptable to applicant, an amendment may be filed as provided by 37 CFR 1.312. To ensure consideration of such an amendment, it MUST be submitted no later than the payment of the issue fee.

Authorization for this examiner's amendment was given in a telephone interview with Mr. Steven Prewitt on February 16, 2007.

### **In the Claims**

The application has been amended as follows:

Claims 8, 15, and 22 are amended.

Claims 29-37 are canceled.

In claim 8, page 17, line 2:

Line 2 has been changed to read as follows:

--receiving a notification of a request to deliver the purchased good from the delivery service,--.

In claim 15, page 18, line 6:

Line 6 has been changed to read as follows:

--subscriber, to receive an electronic notification of a request to deliver or arrival of purchased goods—.

In claim 15, page 18, lines 8-9:

Lines 8-9 have been changed to read as follows:

--subscriber, in an online purchase, and to intervene by the delivery address service by electronically accessing and communicating the mailing address provided by the subscriber as part of said--.

In claim 22, page 19, line 6:

Line 6 has been changed to read as follows:

--the substitute delivery address to he subscriber, to receive an electronic notification of a request to--.

In claim 22, page 19, lines 8-9:

Lines 8-9 have been changed to read as follows:

-- delivery address being used by the subscriber in an online purchase, and to intervene by the delivery address service by electronically accessing and communicating the mailing address provided by the --.

**REASONS FOR ALLOWANCE**

The following is an examiner's statement of reasons for allowance:

Claim 1

The prior art of record neither anticipates nor fairly and reasonably teach in an electronic delivery address service, a method comprising, *inter alia*: receiving by the delivery address service via electronic communication, an electronic notification of either a request to deliver or an arrival of the purchased good, as a result of the substitute delivery address being used by the subscriber in the online purchase of the good; and intervening by the delivery address service by electronically accessing and communicating the mailing address provided by the subscriber as part of said electronic

subscription to a delivery service to facilitate delivery of the purchased good to the subscriber at the mailing address of the subscriber, wherein said mailing address accessed and communicated by said delivery address service is retrieved from a database of said delivery address service.

The most closely applicable prior art of record is U.S. Patent Application Publication No. 2004/0254893 to Tsuei et al. Tsuei neither anticipates or fairly and reasonable teaches in an electronic delivery address service, a method comprising, *inter alia*: receiving by the delivery address service via electronic communication, an electronic notification of either a request to deliver or an arrival of the purchased good, as a result of the substitute delivery address being used by the subscriber in the online purchase of the good; and intervening by the delivery address service by electronically accessing and communicating the mailing address provided by the subscriber as part of said electronic subscription to a delivery service to facilitate delivery of the purchased good to the subscriber at the mailing address of the subscriber, wherein said mailing address accessed and communicated by said delivery address service is retrieved from a database of said delivery address service. Tsuei discloses anonymity of a consumer, which is protected in mailing and shipping transaction by utilizing an alias (abstract). A secure database is utilized to retrieve the true name and address for making mail delivery or shipment (abstract). The shipper retrieves the true name and address during transit (abstract, paragraph 246).

Yamada (U.S. Patent No. 6,336,100) neither anticipates or fairly and reasonable teaches in an electronic delivery address service, a method comprising, *inter alia*:

receiving by the delivery address service via electronic communication, an electronic notification of either a request to deliver or an arrival of the purchased good, as a result of the substitute delivery address being used by the subscriber in the online purchase of the good; and intervening by the delivery address service by electronically accessing and communicating the mailing address provided by the subscriber as part of said electronic subscription to a delivery service to facilitate delivery of the purchased good to the subscriber at the mailing address of the subscriber, wherein said mailing address accessed and communicated by said delivery address service is retrieved from a database of said delivery address service. Yamada teaches an online shopping system in which a customer can designate addresses or places where he or she wants to have goods delivered.

Ohkado (U.S. Patent Application Publication No. 2002/0022967) neither anticipates or fairly and reasonable teaches in an electronic delivery address service, a method comprising, *inter alia*: receiving by the delivery address service via electronic communication, an electronic notification of either a request to deliver or an arrival of the purchased good, as a result of the substitute delivery address being used by the subscriber in the online purchase of the good; and intervening by the delivery address service by electronically accessing and communicating the mailing address provided by the subscriber as part of said electronic subscription to a delivery service to facilitate delivery of the purchased good to the subscriber at the mailing address of the subscriber, wherein said mailing address accessed and communicated by said delivery address service is retrieved from a database of said delivery address service. Ohkado

teaches a goods delivery method for improving the anonymity of a customer (abstract).

The customer orders an article busying an anonymous ID. The shop attaches to the article a slip on which not personal information for the customer is printed, and dispatches the article to an anonymous service provider. Thereafter, the anonymous service provider replaces the slip with a slip on which the true name and address of he customer is printed, and delivers the article to the customer. (Abstract)

Claim 15 recites a storage medium having stored therein a plurality of instructions that are machine executable, wherein when executed, said executing instructions operate to enable an address delivery service, *inter alia* to receive an electronic notification of a request to deliver or arrival of purchased goods for the subscriber, resulting from the substitute delivery address being used by the subscriber in an online purchase, and to intervene by the delivery address service by electronically accessing an communicating the mailing address provided by the subscriber as part of said subscription to a delivery service to facilitate delivery of the purchased goods to the subscriber at the mailing address of the subscriber, wherein said mailing address accessed and communicated by said delivery address service is retrieved from a database of said delivery address service. The storage medium having stored therein a plurality of instructions that are machine executable is allowable over the prior art to record for reasons consistent with those identified above with respect to claim 1.

Claim 23 recites an apparatus comprising, *inter alia* to receive an electronic notification of a request to deliver or arrival of purchased goods of the subscriber, resulting from the substitute delivery address being used by the subscriber in an online

Art Unit: 3627

purchase, and to intervene by the delivery address service by electronically accessing and communicating the mailing address provided by the subscriber as part of said subscription to a delivery service to facilitate delivery of the purchased goods to the subscriber at the mailing address of the subscriber, wherein said mailing address accessed and communicated by said delivery address service is retrieved from a database of said delivery address service. The apparatus is allowable over the prior art to record for reasons consistent with those identified above with respect to claim 1.

Newly cited reference European Patent Application No. EP 1 150 227 to Jakobsson discloses an anonymous delivery and payment techniques for use in conjunction with electronic commerce (Abstract). A user provides a merchant with a unique identifier when entering into an electronic transaction. For each transaction entered, the unique identifier is changed. Upon receipt of the identifier, the merchant places the identifier on a label on a package containing the goods to be delivered to the user and provides the package to a trusted third party shipper. The shipper accesses a database to associate the identifier with a particular user's address. (Abstract) However, Jakobsson neither anticipates or fairly and reasonable receiving an electronic notification of a request to deliver or arrival of purchased goods of the subscriber, resulting from the substitute delivery address being used by the subscriber in an online purchase, and intervening by the delivery address service by electronically accessing and communicating the mailing address provided by the subscriber as part of said subscription to a delivery service to facilitate delivery of the purchased goods to the subscriber at the mailing address of the subscriber, wherein said mailing address

accessed and communicated by said delivery address service is retrieved from a database of said delivery address service.

Newly cited reference "DeskGate Technologies and eCharge™ Corporation Join Forces to Bring Easy, Anonymous E-Commerce to Digital Publication and Music Purchasers" discloses a unique transaction system which applies charges to consumer phone bills (whole article). However, the article neither anticipates or fairly and reasonable receiving an electronic notification of a request to deliver or arrival of purchased goods of the subscriber, resulting from the substitute delivery address being used by the subscriber in an online purchase, and intervening by the delivery address service by electronically accessing and communicating the mailing address provided by the subscriber as part of said subscription to a delivery service to facilitate delivery of the purchased goods to the subscriber at the mailing address of the subscriber, wherein said mailing address accessed and communicated by said delivery address service is retrieved from a database of said delivery address service.

### ***Conclusion***

The prior art made of record and not relied upon is considered pertinent to applicant's disclosure.

World Publication No. WO 01/69914 to Andrews et al. discloses a method of managing a transaction on the Internet between a consumer and an e-merchant in which the actual shipping address of the consumer is not provided to the merchant. The consumer uses an encoded address to purchase goods from the e-merchant. The e-merchant prepares the goods to be shipped and delivered to a shipper by using the

Art Unit: 3627

encoded address. The shipper retrieves the actual sipping address associated with the encoded address from a database. (Abstract).

.Any comments considered necessary by applicant must be submitted no later than the payment of the issue fee and, to avoid processing delays, should preferably accompany the issue fee. Such submissions should be clearly labeled "Comments on Statement of Reasons for Allowance."

Any inquiry concerning this communication or earlier communications from the examiner should be directed to Ryan Zeender whose telephone number is 571-272-6790. The examiner can normally be reached on M-F 8:00-5:00.

The fax phone number for the organization where this application or proceeding is assigned is 571-273-8300.

Information regarding the status of an application may be obtained from the Patent Application Information Retrieval (PAIR) system. Status information for published applications may be obtained from either Private PAIR or Public PAIR. Status information for unpublished applications is available through Private PAIR only. For more information about the PAIR system, see <http://pair-direct.uspto.gov>. Should you have questions on access to the Private PAIR system, contact the Electronic Business Center (EBC) at 866-217-9197 (toll-free). If you would like assistance from a USPTO Customer Service Representative or access to the automated information system, call 800-786-9199 (IN USA OR CANADA) or 571-272-1000.

RZ  
February 26, 2007

  
F. RYAN ZEENDER  
PRIMARY EXAMINER